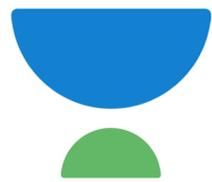


Enterprise Analysis & Desk Research

Topic : Online Education Sector



unacademy

Student name : Rahul R. Sunkale

Faculty Co-Ordinator : SME.Puja Gavande

Founders



Vision

Our vision is to partner with the brightest minds and democratise education for everyone looking to learn. Join us in our journey to change the future of education.

Mission

Unacademy aims to build the world's largest online knowledge repository for multi-lingual education. We use technology to empower great educators and create a community of self-learners

Policy of the company

- We at Unacademy strive to ensure that our Users have a conducive learning and teaching environment, which includes interactions between the Users to allow the flow of knowledge and exchange of ideas.
- Keeping the interactive nature of the Platform in mind it is essential to ensure that the Platform is not misused in anyway that would warrant any User having a less than amazing experience and following the guidelines we have given below would be a great way to do that.

Policy of the company

- You as a User may come across content that you feel is inappropriate, and we have provided means by which you can report or flag such content, but do keep in mind that the reporting option should be used judiciously and if you have any doubts, i.e. if the content is inappropriate please go through the guidelines to make an informed decision.

About Company

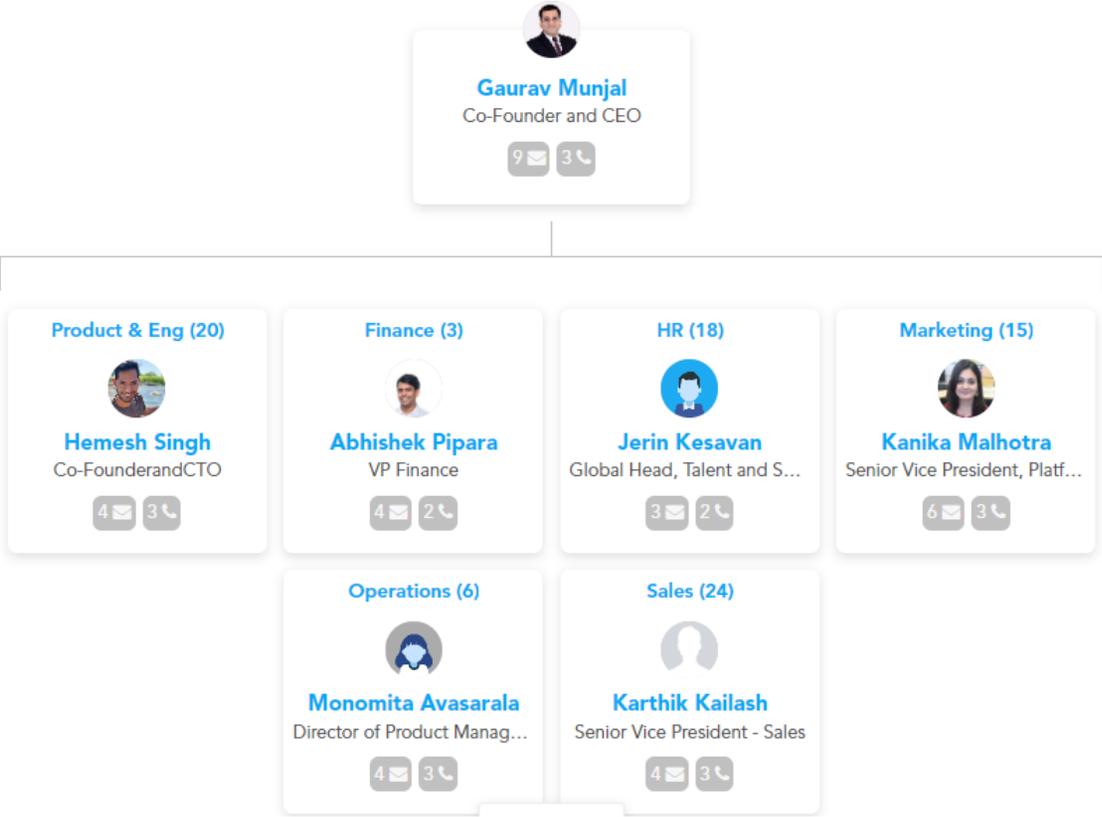
 Website	http://unacademy.com
 Revenue	\$5 million
 Employees	7,705 (4,272 on RocketReach)
 Founded	2015
 Address	No. 202, Jayalakshmi Apartments, Krish, Domlur, Near Suryanarayana Temple, Domlur, Karnataka 560071, IN
 Technologies	JavaScript, HTML, PHP, Twitter, Google Analytics, Google Tag Manager, G Suite, jQuery, YouTube, Gmail +94 more (view full list)
 Category	E-Learning, Search Engines & Internet Portals, Education, Media & Internet, Software, Internet, Internet Services
 Web Rank	8 Million
 SIC	7375, 737
 NAICS	51711, 517110

Management structure

- Unacademy have 7,750 employees.
- The unacademy management team includes Gaurav Munjal (Co- Founder & CEO) , Hemesh Singh(Co-Founder and CTO) and Rohan Chhazed (Supply Operations).

Unacademy organizational structure

Unacademy Org Chart



Financial structure

- Unacademy has raised a total of \$838.5M in funding over 12 rounds. Their latest funding was raised on Aug 1, 2021 from a Series H round. Unacademy is funded by 43 investors.
- Mirae Asset Venture Investment and General Atlantic are the most recent investors. Unacademy has made 2 investments. Their most recent investment was on Feb 7, 2022, when Polygon raised \$450M. Unacademy has acquired 12 organizations. Their most recent acquisition was Gate Academy on Sep 6, 2022.

Business Model

- Competition is increasing day by day. Everyone is trying to achieve success and wants to be popular. With this thought, a group of students started something new useful to students.
- Unacademy is an online education company that provides notes, sample papers, and offers students to prepare for their entrance exams, bank jobs, and other professional courses.

Challenges at time of covid-19

- High competition among others.
- Donation for unacademy.
- To provide more quality over quantity.
- Supporting team.
- Patience in growth.
- Affordable education.
- Lack of staff members.

Sales post covid-19

- The Bengaluru-based company mainly generates revenue from course subscription fees it collects from students. Collection from this vertical grew 81% to Rs 705.5 crore in FY22 from Rs 390 crore in the previous fiscal year. It made another Rs 13.7 crore from the sale of educational materials during FY22.
- When it comes to expenses, employee benefit expenses emerged as the largest cost center contributing nearly 48% of the total expenditure. This cost surged 136.8% to Rs 1,771 crore in FY22 including Rs 1,140 crore of ESOP expenses which were settled in cash and equity. ESOPs expenses formed around 31% of its total expenses.



unacademy Income Breakdown



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Policies of the company and support

- During COVID-19 Pandemic, Government of India has held various consultations with the States and UTs at different levels. Also, a brain storming session was held with Civil Society Organizations (CSOs) in January, 2021 for taking their views/ perspectives to assess and to bridge the learning gap in the Covid-19 pandemic period.
- Education is in the concurrent list of the Constitution and majority of the schools are under the domain of respective State and UT Governments. However, to ensure that every student gets continued access to education, a multi-pronged approach has been adopted.

Policies of the company and support

- A comprehensive initiative called PM e-VIDYA has been initiated as part of Atma Nirbhar Bharat Abhiyan on 17th May, 2020, which unifies all efforts related to digital/online/on-air education to enable multi-mode access to education. The initiative includes:
- DIKSHA (one nation, one digital platform) is the nation's digital infrastructure for providing quality e-content for school education in states/UTs and QR coded Energized Textbooks for all grades are available on it. 35 of the 36 states and UTs have on boarded on DIKSHA platform and contextualised the content as per the local need.

Policies of the company and support

- One earmarked Swayam Prabha TV channel per class from Class 1 to 12 (one class, one channel).
- Extensive use of Radio, Community radio and CBSE Podcast-Shiksha Vani.
- Special e-content for visually and hearing impaired developed on Digitally Accessible Information System (DAISY) and in sign language on NIOS website/ YouTube

Thank You!!